

AUG8/12 13.10
*** WPXI-TV ***

BUYER NAME **BEN ANGLE**

SALES PRSN WA- CHERYL BLAIR

ALEXANDRIA, VA 22314

ORDER # _____ CONTRACT # 6268546

	CLASS: NATL.	LOCAL	REGIONAL
1. GENERAL INFORMATION			
2. DESCRIPTION OF THE PROJECT			
3. JUSTIFICATION OF THE PROJECT			
4. IMPLEMENTATION OF THE PROJECT			
5. EVALUATION OF THE PROJECT			
6. CONCLUSIONS			
7. REFERENCES			
8. APPENDICES			
9. OTHER INFORMATION			

PRDCT	<u>NRCC 10/19</u>	<u>EST#2954</u>	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES OCT19/12 OCT25/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____
DATE AUG8/12 13.10

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	DATE	DATE	/WK	:	:	: SPTS
AGENCY ADVERTISER CODE = 155 AGENCY PRODUCT CODE = 426 AGENCY EST# = 2954											
1		1100P-1135P	30	4	\$2,000.00	10/19	10/19	1		FRI	1
PROGRAM : CHNL 11 NWS-11< CON COM1: CHNL 11 NWS-11<											
2		500P-530P	30	4	\$800.00	10/19	10/19	1		FRI	1
PROGRAM : FIRST AT 5 CON COM1: FIRST AT 5											

REP HEADLINE# 6268546
 *** ORIGINAL REV#0 ***

REP: TEL# 215-564-1206 FAX# 215 564 1103
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG8/12 13.1
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			700P-730P PROGRAM : JEOPARDY CON COM1: JEOPARDY	30	4	\$1,650.00	10/19	10/19	1		FRI	1
4			1100P-1135P PROGRAM : CHNL 11 NWS-11< CON COM1: CHNL 11 NWS-11<	30	4	\$2,000.00	10/22	10/22	1		MON	1
5			430A-459A PROGRAM : CH11 NWS-430AM< CON COM1: CH11 NWS-430AM<	30	4	\$175.00	10/22	10/22	1		MON	1
6			500P-530P PROGRAM : FIRST AT 5 CON COM1: FIRST AT 5	30	4	\$800.00	10/22	10/22	1		MON	1
7			700P-730P PROGRAM : JEOPARDY CON COM1: JEOPARDY	30	4	\$1,650.00	10/22	10/22	1		MON	1
8			700P-730P PROGRAM : JEOPARDY-WKND CON COM1: JEOPARDY-WKND	30	4	\$675.00	10/20	10/20	1		SAT	1
9			800A-1030A PROGRAM : CH11 NWS SA AM< CON COM1: CH11 NWS SA AM<	30	4	\$375.00	10/20	10/20	1		SAT	1
10			530A-800A PROGRAM : SUN MRN NWS CON COM1: SUN MRN NWS	30	4	\$350.00	10/21	10/21	1		SUN	1
11			600P-630P PROGRAM : CH 11 NWS-6PM CON COM1: CH 11 NWS-6PM	30	4	\$675.00	10/21	10/21	1		SUN	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			700P-830P PROGRAM : STEELERS FNA CON COM1: STEELERS FNA	30	4	\$7,500.00	10/21	10/21	1		SUN	1
13			800A-1000A PROGRAM : CH11 NWS SU AM CON COM1: CH11 NWS SU AM	30	4	\$375.00	10/21	10/21	1		SUN	1
14			1100P-1135P PROGRAM : CHNL 11 NWS-11< CON COM1: CHNL 11 NWS-11<	30	4	\$2,000.00	10/25	10/25	1		THU	1
15			430A-459A PROGRAM : CH11 NWS-430AM< CON COM1: CH11 NWS-430AM<	30	4	\$175.00	10/25	10/25	1		THU	1
16			530P-600P PROGRAM : FIRST AT 5 CON COM1: FIRST AT 5	30	4	\$800.00	10/25	10/25	1		THU	1
17			700P-730P PROGRAM : JEOPARDY CON COM1: JEOPARDY	30	4	\$1,650.00	10/25	10/25	1		THU	1
18			1100P-1135P PROGRAM : CHNL 11 NWS-11< CON COM1: CHNL 11 NWS-11<	30	4	\$2,000.00	10/23	10/23	1		TUE	1
19			430A-459A PROGRAM : CH11 NWS-430AM< CON COM1: CH11 NWS-430AM<	30	4	\$175.00	10/23	10/23	1		TUE	1
20			530P-600P PROGRAM : FIRST AT 5 CON COM1: FIRST AT 5	30	4	\$800.00	10/23	10/23	1		TUE	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
21			700P-730P	30	4	\$1,650.00	10/23	10/23	1		TUE	1
PROGRAM : JEOPARDY												
CON COM1 : JEOPARDY												
22			1100P-1135P	30	4	\$2,000.00	10/24	10/24	1		WED	1
PROGRAM : CHNL 11 NWS-11<												
CON COM1 : CHNL 11 NWS-11<												
23			500P-530P	30	4	\$800.00	10/24	10/24	1		WED	1
PROGRAM : FIRST AT 5												
CON COM1 : FIRST AT 5												
24			700P-730P	30	4	\$1,650.00	10/24	10/24	1		WED	1
PROGRAM : JEOPARDY												
CON COM1 : JEOPARDY												
OCT/12			32725.00									
CONTRACT TOTAL												32725.00
TOTAL SPOTS												24

MARKET TOTALS \$130,900 WPXI 25% KDKA 34% WTAE 24% WPGH 17% CABL 0% WPCW 0% WPMY 0%
 SVC- NSI
 DEMOS- RA35+*